

CONTENTS

SALISBURY'S PLANNING CONTEXT.....	1
LAND AND LOCATION	1
POPULATION GROWTH.....	4
<i>Population Projections</i>	5
<i>Density</i>	6
POPULATION CHARACTERISTICS.....	6
<i>Age</i>	6
<i>Race and Ethnicity</i>	9
<i>Income</i>	10
<i>Educational Achievement</i>	11
<i>Household Composition</i>	12
REFERENCES.....	13

List of Tables

Table 1: Absolute Population Growth and Percent Change, 1940-2004.....	5
Table 2: Salisbury Population Growth, 1990-2020	6
Table 3: Population Density, 2000	6
Table 4: Change in Population by Age Group, 1990-2000	7
Table 5: Salisbury Population Growth by Age Group 1990-2020	8
Table 6: Population by Race and Hispanic or Latino	10
Table 7: Median Incomes and Household Income Distribution, 2000	11
Table 8: Education Attainment for the Population 25 Years and Older.....	12
Table 9: Family Household Type and Composition.....	12
Table 10: Change in Households by Age of Householder, 1990-2000	13

SALISBURY'S PLANNING CONTEXT

Land and Location

The Town of Salisbury, Massachusetts, with a population of nearly 8,200, is located about 40 miles north of Boston in Essex County, commonly known as the “North Shore”. It is bordered on the north by New Hampshire, on the east by the Atlantic Ocean, on the south by the Merrimack River and the City of Newburyport and on the west by the Town of Amesbury. It encompasses an area of 17.84 square miles with 15.43 square miles of that total as land area.¹

Salisbury's distinctive inland and coastal landscape features were instrumental in shaping the history of the community from the earliest Native American use of the land to the 19th century farming and later resort activities along the miles of beach front. Salisbury is home to confirmed Native American sites over the last 3,000 years and it is presumed that there are Contact period sites from the 1500s or early 1600s along the Merrimack River, an inland transportation route. Native Americans that lived in this region were part of the Pawtucket group, locally called Penacook or Pentuckets.²

On September 6, 1638, Secretary of the Massachusetts Bay Colony, Simon Bradstreet, received an agreement from Governor Winthrop and the General Court giving him and

¹ <http://www.mass.gov/dhcd/iprofile/259.pdf>

² Salisbury Reconnaissance Report, 2005

eleven other men the right to begin a plantation north of the Merrimack River. This land grant included the towns of Amesbury and Merrimac, Massachusetts as well as the New Hampshire towns of Seabrook, South Hampton, Newton, Hampstead, Plaistow and Kingston. Originally named Colchester, the town was incorporated as Salisbury in 1640.³ The first meeting house was built circa 1638 at Salisbury Green,⁴ a community open space that still endures today.

Agriculture, particularly the production of hay and corn and animal husbandry, were the mainstay of the economy into the early 19th century along with the ancillary grist mills and slaughter houses, of which eight were reported in 1791. Early industries included lumbering (saw mills), ship building and fishing which remained viable until after the War of 1812 when small ports such as Salisbury gave way to larger shipping areas along the New England seacoast. Maritime industries were replaced by textile manufacturing which harnessed the waterpower of the Powwow and Merrimack Rivers.⁵

Salisbury Manufacturing Company's first woolen mill opened in 1812 and had three mills by the 1830s. Most of the textile industry was at Salisbury Falls which eventually was annexed to Amesbury. Small boat building, carriage making and shoe and hat manufacturing contributed to the economy into the late 19th century with carriage and hat

³ Draft-Salisbury Open Space & Recreation Plan, 2006

⁴ Salisbury Reconnaissance Report, 2005

⁵ Salisbury Reconnaissance Report, 2005

manufacturing emerging as significant industries at the turn of the 20th century. The shoe industry was sustained in Salisbury into the mid-1900s with Kristine Shoe Company and Sandlee-Goodman Shoe Company.⁶

In the late 19th century, the oceanfront became an object of interest to people who were beginning to shed their earlier, close ties to the land. Salisbury Beach became a resort town with hotels, summer cottages and an early amusement park. Some of the early “thrill” rides, such as the Dodgem Car, debuted at Salisbury Beach. The town welcomed its first rollercoaster in 1888, an attraction bolstered by the advent of electric trolleys. Burgeoning crowds fed construction of more rides and a surge of vendors soliciting everything from food to spiritual guidance. That basic formula gave Salisbury a magnetic quality that continued to draw substantial crowds until finally ebbing in the early 1980s.⁷

Early transportation routes followed Native American trails along the north-south Elm Street and the east-west Ferry Road and Seabrook Road. Water travel played a significant role into the 19th century. Ferry boats crossed the Merrimack from Newburyport to Carr Island and Salisbury until the end of the 18th century when the Essex Merrimack Bridge (to Amesbury) and the Newburyport Bridge (Bridge Road) were built over the Merrimack. Bridge Road (Rt. 1), a major north-south route was laid out in 1804 connecting Boston with New Hampshire. The eastern Railroad line arrived in Newburyport in 1840 and was extended to western Salisbury soon thereafter. In 1847-48 a spur led from this line to East

⁶ Salisbury Reconnaissance Report, 2005

⁷ “Salisbury Beach The Valley’s Next Comback Kid”, Merrimack Valley Magazine, Spring 2007

Salisbury parallel to Elm Street. And by 1890 Salisbury's villages were linked by street railway lines including one that ran the length of Salisbury Beach. Bridges carrying Route 1, Route 1A and the railroad over the Merrimack River were improved in the early 1900s. In the 1950s Interstate 95 was one more transportation improvement providing faster access to and from Salisbury.⁸

Population Growth

Salisbury's population in the 1700s rose from about 380 in 1710 to 1,667 at the time of the American Revolution. The population figures fluctuated, rising dramatically to nearly 5,000 in the late 19th century; however these figures are misleading due to several boundary changes resulting in a reduced area of Salisbury by 1886, the main reason for a dramatic population decline from 4,840 residents in 1885 to 1,316. Immigrant groups in the late 19th century were predominantly Irish, English, Canadians and Scots. By 1915 there were 1,717 persons and the largest immigrant groups represented were Italians and Canadians. By the mid 20th century population climbed to over 3,000⁹ Then between 1970 and 2000 population nearly doubled with an average increase of 1,519 people per decade. Today Salisbury is home to about 8,159 people.¹⁰

⁸ Salisbury Reconnaissance Report, 2005

⁹ Salisbury Reconnaissance Report, 2005

¹⁰ Salisbury Housing Plan, 2006

Salisbury's most significant growth occurred during the 1960s and 1970s, in fact Salisbury had the highest rate of population growth of all Essex County communities from 1970-1980. Salisbury's growth rate declined significantly after 1980. But according to the Census Bureau, Salisbury's population has increased by about 4.2% since April 2000, exceeding the statewide rate of 1.1% for the same period.¹¹

Table 1: Absolute Population Growth and Percent Change, 1940-2004

Geography	Census Population Counts (Actual)				Estimated
	1940	1960	1980	2000	2004
Salisbury	2,376	3,154	5,973	7,827	8,159
Essex County	496,313	568,831	633,632	723,419	738,984
Massachusetts	4,690,514	5,148,578	5,737,037	6,349,097	6,416,505
Geography	Percent Change				
	1940	1960	1980	2000	2004
Salisbury	N/A	32.7%	89.4%	31.0%	4.2%
Essex County	N/A	14.6%	11.4%	14.2%	2.2%
Massachusetts	N/A	9.8%	11.4%	10.7%	1.1%

Source: MISER; Census 2000 Summary File 1 Table P1; Census Population Division, 2004 Population Estimates.

Population Projections

Salisbury's overall population increased from 1990 to 2000 by 13.7% and it increased another 5.8%% in the following 5 years. Projections below show an increase of 12.5% between 2000 and 2010 and a 24.45% increase in the 2000 population by 2020. The projected yearly average rate of change is just over 1.2%.

¹¹ Salisbury Housing Plan, 2006

Salisbury Master Plan

Table 2: Salisbury Population Growth, 1990-2020

		Population	% 10-Year Change	% Change From 2000
1990	Census	6,882		
2000	Census	7,827	13.7%	13.7%
2010	Projected	8,807	12.5%	28.0%
2020	Projected	9,737	10.6%	41.5%

Source: 1990 & 2000 U.S. Census & MISER Middle Series Population Projections

Density

Salisbury has a density of 446 people per square mile – substantially lower than neighboring Newburyport, Amesbury and Seabrook, but double that of nearby Newbury and West Newbury.

Table 3: Population Density, 2000

Community	Persons Per Square Mile
Newburyport	1,947
Amesbury	1,208
Seabrook	938
Merrimack	606
Salisbury	446
West Newbury	253
Newbury	232

Source: <http://www.mass.gov/dhcd/ipofile/259.pdf>

Population Characteristics

Age

During the 1990s Salisbury experienced a modest school-age population increase.

However, its population growth among working-age people and seniors differed

somewhat from the experience of other communities across the Commonwealth or in Essex County. For example, the population in the 35-44 age cohort rose by 32% in Salisbury, yet the same age cohort's growth rate was only 16-19% in Massachusetts and Essex County respectively. Salisbury's population increase among persons 55-64 was significantly greater: 39%, compared to 6% in Massachusetts and Essex County, and comparable differences exist for persons 75-84. Still, Salisbury's over-85 population declined even though the same age cohort experienced substantial growth elsewhere in the state, and the town witnessed a disproportionate decline in pre-school population, as reported in Table 4.

Table 4: Change in Population by Age Group, 1990-2000

Age Cohort	Salisbury			Essex County			Massachusetts		
	1990	2000	% Chg.	1990	2000	% Chg.	1990	2000	% Chg.
Under 5	515	483	-6.2%	48,777	48,254	-1.1%	412,473	397,268	-3.7%
5-17	1,169	1,364	16.7%	109,800	133,933	22.0%	412,473	1,102,796	17.2%
18-24	615	501	-18.5%	66,008	54,256	-17.8%	940,602	579,328	-18.3%
25-34	1,241	1,017	-18.0%	116,853	94,491	-19.1%	709,099	926,788	-15.9%
35-44	1,129	1,492	32.2%	105,372	124,954	18.6%	1,101,361	1,062,995	15.7%
45-54	780	1,182	51.5%	69,298	104,118	50.2%	918,456	873,353	45.5%
55-64	618	857	38.7%	59,298	63,107	6.4%	600,095	546,407	6.1%
65-74	506	541	6.0%	53,037	49,366	-6.9%	515,055	427,830	-7.0%
75-84	224	306	36.6%	30,987	37,015	19.5%	459,881	315,640	18.1%
Over 85	85	84	-1.2%	10,650	13,925	39.8%	267,194	116,692	26.6%
Total	6,882	7,827	13.7%	670,080	723,419	8.0%	92,209	6,349,097	5.5%

Source: Census 2000, Summary File 1 Table P12; 1990 Census, Summary File 1 Table P011

Projections of Salisbury's population to 2020 indicate that the town will see an overall increase of 24.4%, bringing its population to nearly 10,000. The projections for elementary and middle school age children shows a relatively stable population, while the

0-5 age shows a moderate increase of 9% and the 15-19 age group shows an increase close to the overall growth rate . The most dramatic changes are both the decline of 35 to 49 year age group by 24% and the increase of those aged 55 and over by 107%.

Table 5: Salisbury Population Growth by Age Group 1990-2020¹²

Age Group	Census		1990-2000 % Change	Projected Population		2000-2020 Change	
	1990	2000		2010	2020	Number	Percent
Under 5	515	483	-6.20%	495	527	44	9.1%
5-9 years	433	508	17.30%	494	527	19	3.7%
10-14 years	453	550	21.40%	544	556	6	1.1%
15-19 years	485	455	-6.20%	564	550	95	20.9%
20-24 years	413	352	-14.80%	423	418	66	18.8%
25-29 years	589	442	-25.00%	443	555	113	25.6%
30-34 years	652	575	-11.80%	504	604	29	5.0%
35-39 years	569	733	28.80%	542	544	-189	-25.8%
40-44 years	560	759	35.50%	669	585	-174	-22.9%
45-49 years	457	603	31.90%	812	598	-5	-0.0%
50-54 years	323	579	79.20%	781	691	112	19.3%
55-59 years	337	498	47.80%	630	850	352	70.7%
60-64 years	281	359	27.80%	636	864	505	140.7%
65-69 years	277	303	9.40%	464	597	294	97.2%
70-74 years	229	238	3.90%	305	550	312	131.1%
75-79 years	144	166	15.30%	208	329	163	98.2%
80-84 years	80	140	75.00%	157	209	69	49.3%
85 & over	85	84	-1.20%	136	183	99	117.9%
Total	6,882	7,827	13.70%	8,807	9,737	1,910	24.4%

Source: 1990 & 2000 U.S. Census & MISER Middle Series Population Projections

These changes in population should be carefully considered as the community plans for municipal facilities and services; housing choices; retail, personal and health care services; and transportation services. The physical changes that will take place as a result

¹² Open Space and Recreation Plan 2006

of this planning need to create neighborhoods as well as business and commercial districts that respond to the needs of this anticipated population.

Race and Ethnicity

Population growth has altered the racial and ethnic make-up of Salisbury's population, but the town remains almost entirely white. Table 6 reports the number and percentage of racial minorities in Salisbury, Essex County and Massachusetts as of April 2000 (Census 2000). The number of racial minorities in Salisbury rose by 141 from 1990-2000, which represents an increase of 276%. Since white persons comprised a much larger share of the town's overall population growth, however, the white percentage of Salisbury's total population declined minimally from 99.3% to 97.5%. For every one minority person added to Salisbury's population over the past decade, the total population increased by 6.7 people.

A similar ratio of total-to-minority population change occurred in neighboring Amesbury, but the statistics for Essex County and Massachusetts are quite different. Statewide absolute population growth among minorities exceeded total population growth, and for every one minority person added to Essex County's population, the total population county-wide rose by 1.2 people.

Salisbury Master Plan

Table 6: Population by Race and Hispanic or Latino

	Salisbury		Essex County		Massachusetts	
	#	%	#	%	#	%
Total Population	7,827	100.0%	723,419	100.0%	6,349,097	100.0%
One Race						
White	7,635	97.5%	625,320	86.4%	5,367,097	84.5%
Black/African American	32	0.4%	18,777	2.6%	343,454	5.4%
American Indian/ Alaska Native	24	0.3%	1,694	0.2%	15,015	0.2%
Asian	27	0.1%	16,916	2.3%	238,124	3.8%
Native Hawaiian/ Other Pac. Islander	7	0.1%	288	0.0%	2,489	0.0%
Other	20	0.3%	44,877	6.2%	236,724	3.7%
Two or More Races	82	1.0%	15,547	2.1%	146,005	2.3%
Hispanic Persons (All Races)	92	1.2%	79,871	11.0%	428,729	6.8%

Source: Census 2000, Summary File 1 Table P7, P8

Income

Salisbury's median family income increased by 40% from 1989 to 1999, slightly above the increase of the state as a whole at 38.9%, but it is still one of the lowest in the Merrimack Valley as well as below the State's median family income.¹³

Although Salisbury has a smaller percentage of households with extremely low incomes (below \$10,000), households with low and moderate incomes comprise a larger percentage of all households in Salisbury than in Essex County or the State, and households with high incomes are far less common. For example, households with annual

¹³ Open Space Plan 2006

incomes over \$150,000 comprise 7-9% of all households in Massachusetts and Essex County, but only 2.5% of all households in Salisbury.

Table 7: Median Incomes and Household Income Distribution, 2000

Income Measure	Salisbury	Essex County	Massachusetts
Median Household Income	\$49,310	\$51,576	\$50,502
Median Family Income	\$56,327	\$63,746	\$61,664
Median Non-Family Income	\$29,755	\$27,953	\$29,774
Household Income Distribution			
< \$10,000	6.9%	8.7%	8.8%
\$10,000-\$14,999	6.1%	5.5%	4.9%
\$15,000-\$24,999	9.9%	9.9%	10.2%
\$25,000-\$34,999	11.2%	10.0%	10.4%
\$35,000-\$49,999	16.7%	14.2%	14.5%
\$50,000-\$74,999	24.0%	19.6%	19.6%
\$75,000-\$99,999	14.5%	13.1%	12.8%
\$100,000-\$149,999	8.2%	11.6%	10.9%
\$150,000-\$199,999	2.3%	3.6%	3.3%
\$200,000+	.2%	3.8%	3.5%

Source: Census 2000, Summary File 3 Tables P52, P54, P77, P80

Educational Achievement

In 2000, Salisbury's population had lower level of educational achievement than the averages for either Essex County or Massachusetts (Table 8). While 84% of the Town's over-25 population has a high school diploma or higher, placing Salisbury within a fraction of a percentage point of both the State and the County, the percent of adult residents that have obtained a college degree is substantially lower: 26.1% for the Town compared to 40.4% for the State and 38.9% for Essex County.

Table 8: Education Attainment for the Population 25 Years and Older

Level of Education	Salisbury		Essex County		Massachusetts	
	Population	Percent	Population	Percent	Population	Percent
No high school degree	879	16.0%	74,967	15.4%	651,063	15.2%
High school degree (including some college but no degree)	3,180	57.9%	222,846	45.7%	1,895,624	44.4%
Associate's degree or higher	1,434	26.1%	189,290	38.9%	1,726,558	40.4%
Total	4,614	100.0%	412,136	100.0%	3,622,182	100.0%

Source: U.S. Census Bureau 2000; P37. Sample data collected from a 1-in-6 sample and weighted to represent the total population.

Household Composition

While Salisbury's population is rising, household and family sizes are declining, following the same trends seen at the state and national levels. The average household in Salisbury includes 2.53 persons and the average family (persons related by blood, marriage or adoption), 3.10 persons.

The composition of Salisbury families is similar to that of the County and the State (Table 9).

Table 9: Family Household Type and Composition

Household Characteristic	Salisbury		Essex County		Massachusetts	
	Number	Percent	Number	Percent	Number	Percent
Family Households	1,991	100.0%	185,094	100.0%	1,576,696	100.0%
Married Couples	1,515	76.1%	140,631	76.0%	1,197,917	76.0%
Single-Parent Males	141	7.1%	10,438	5.6%	88,835	5.6%
Single-Parent Females	335	16.8%	34,025	18.4%	289,944	18.4%
Families with Children<18	910	45.7%	90,387	48.8%	748,865	47.5%
Average Children/Family	0.82	N/A	0.91	N/A	0.88	N/A
Families in Poverty	92	4.6%	12,233	6.6%	105,619	6.7%

Source: Census 2000, Summary File 1 Tables P 34, P36; Summary File 3 Table P 92.

In the last decade Salisbury's total household growth rate of 22% significantly exceeded the rate of household growth in Massachusetts or Essex County., mainly because of a 55.4% increase in non-family households, or one-person households and households of unrelated people. The town simultaneously noted a dramatic 30% increase in head of households age 55 and over while during the same period the County and State experienced under 6% growth in householders of that age group..

Table 10: Change in Households by Age of Householder, 1990-2000

Age Cohort	Salisbury			Essex County			State		
	1990	2000	% Chg	1990	2000	% Chg	1990	2000	% Chg
15-24	64	65	1.6%	9,549	7,832	-18.0%	108,554	95,499	-12.0%
25-34	531	416	-21.7%	50,917	41,908	-17.7%	483,021	419,180	-13.2%
35-44	599	791	32.1%	56,502	66,130	17.0%	495,007	565,663	14.3%
45-54	444	663	49.3%	39,378	59,320	50.6%	341,586	497,268	45.6%
55-64	380	520	36.8%	34,720	37,422	7.8%	301,469	324,113	7.5%
65-74	317	370	16.7%	33,687	30,778	-8.6%	291,136	267,063	-8.3%
75+	187	257	37.4%	26,532	32,029	20.7%	226,337	274,794	21.4%
Total	2,522	3,082	22.2%	251,285	275,419	9.6%	2,247,110	2,443,580	8.7%

Source : Census 2000 ,Summary File 1 Table P 21; 1990 Census Summary File 1 Table H 0 12.

References

<http://www.mass.gov/dhcd/iprofile/259.pdf>

Salisbury Reconnaissance Report, 2005

Open Space and Recreation Plan, 2006

“Salisbury Beach: The Valley’s Next Comeback Kid,” Merrimack Valley Magazine,
Spring 2007

Salisbury Housing Plan, 2006